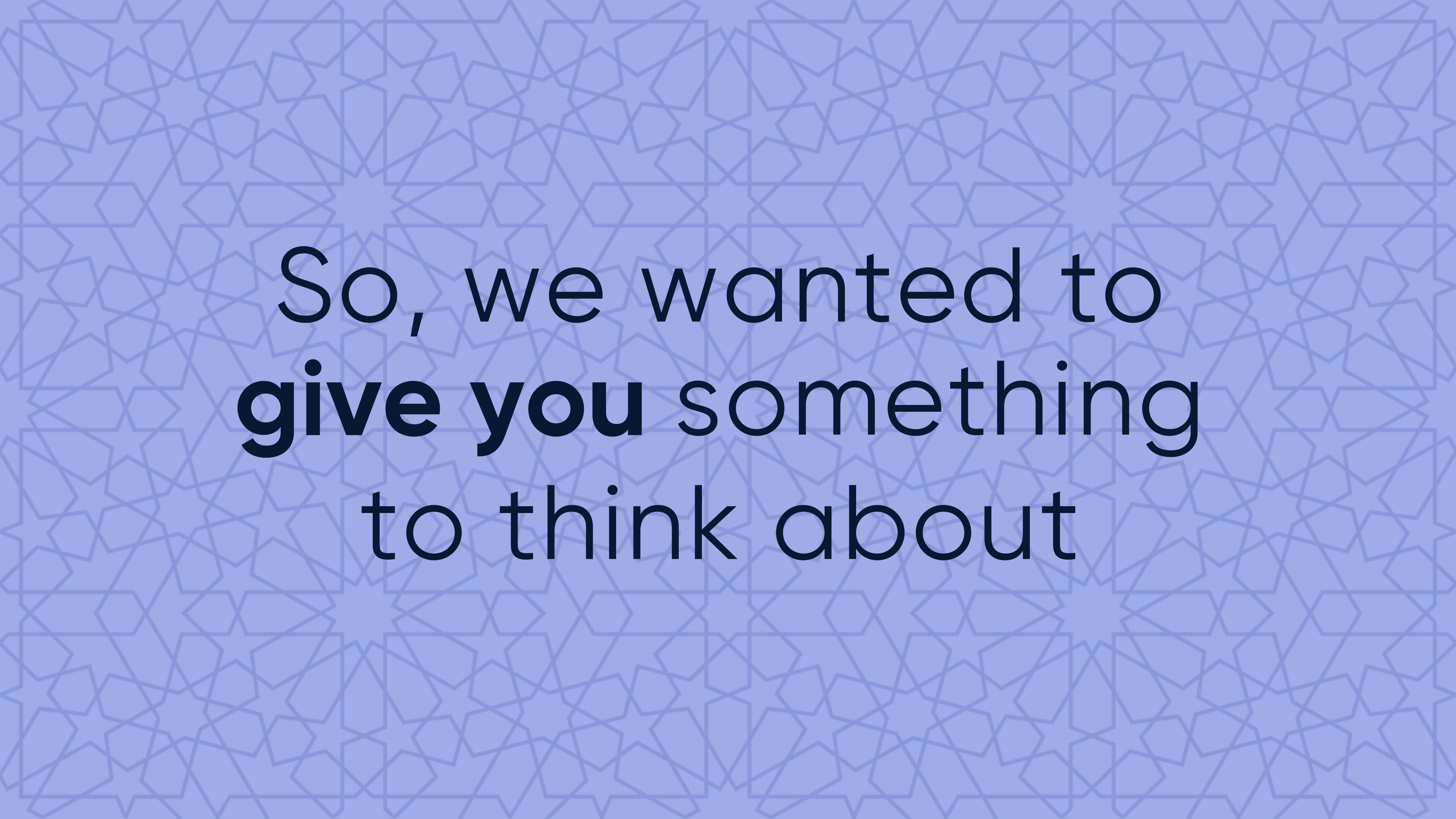


Ramadan is all about
giving



So, we wanted to
give you something
to think about

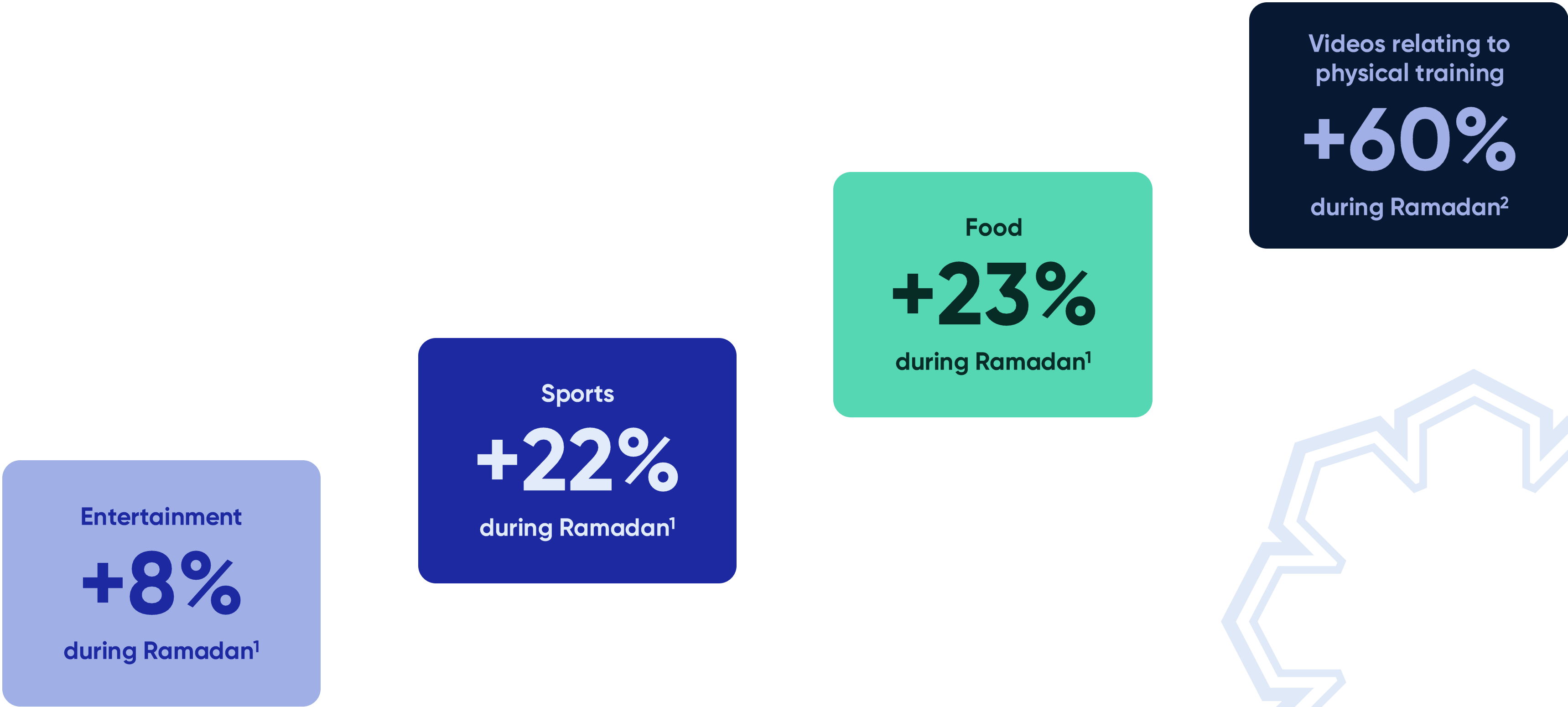


This story is about
giving purpose to your
brand this Ramadan



Let's first talk about
our observations
during Ramadan

Across platforms, users flock to certain types of content



Source: 1. TikTok 2. Google

And that's also true for the content creators on major platforms.

Of the top 100 GCC influencers who talk of Ramadan

60%

talk of accessories,
clothing & luxury¹

47%

talk of travel &
aviation¹

41%

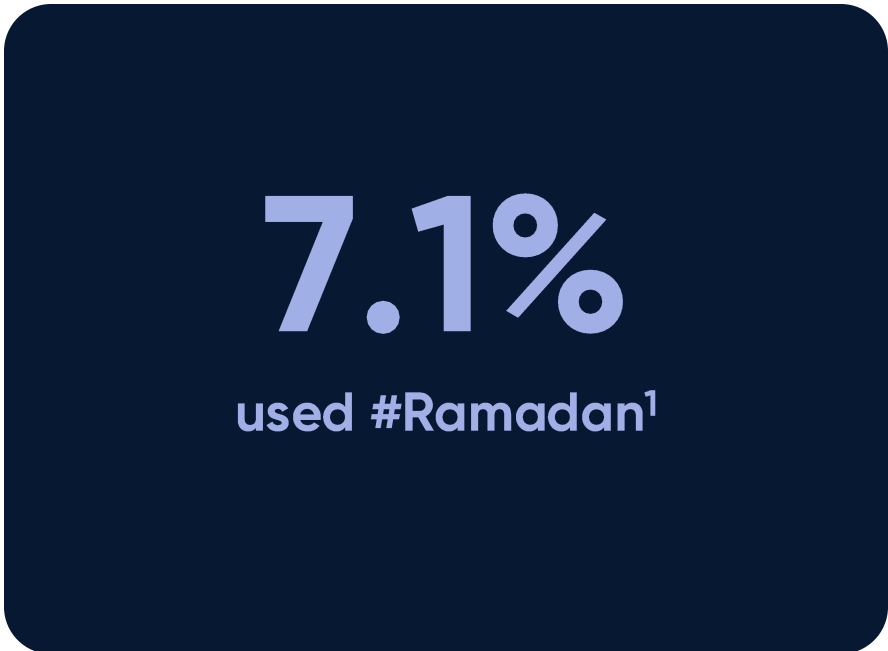
talk of beauty &
cosmetics¹

**Content creators offer a gateway to
so many consumer interests**

But despite the large pool of content creators in GCC countries



only

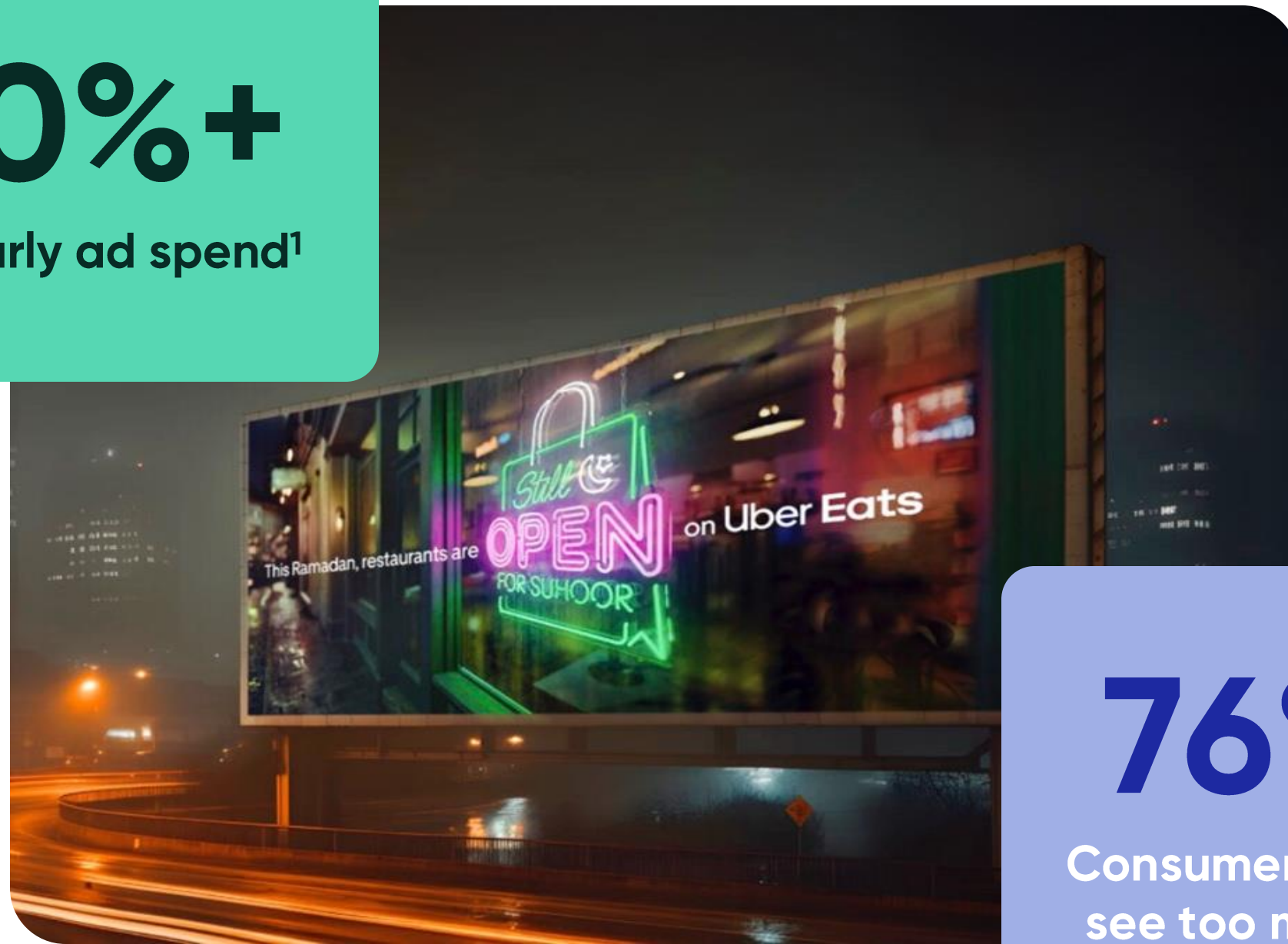


Source: 1. Platformance CloutScout

Ramadan is also a time of advertising, more brands advertise and spend more...

20%+

of yearly ad spend¹



...leading to an increase in CPMs,
particularly across walled gardens

10%+

Increase in CPMs during
Ramadan period³

76%+

Consumers say they
see too many ads²

Source: 1. Meta, 2. Ipsos MENA, 3. Platformance internal data

The Challenge

How does your brand

**stand
out?**

**drive authentic
connections?**

**deliver business
results?**

Enter what we call the



PLATFORMANCE

play

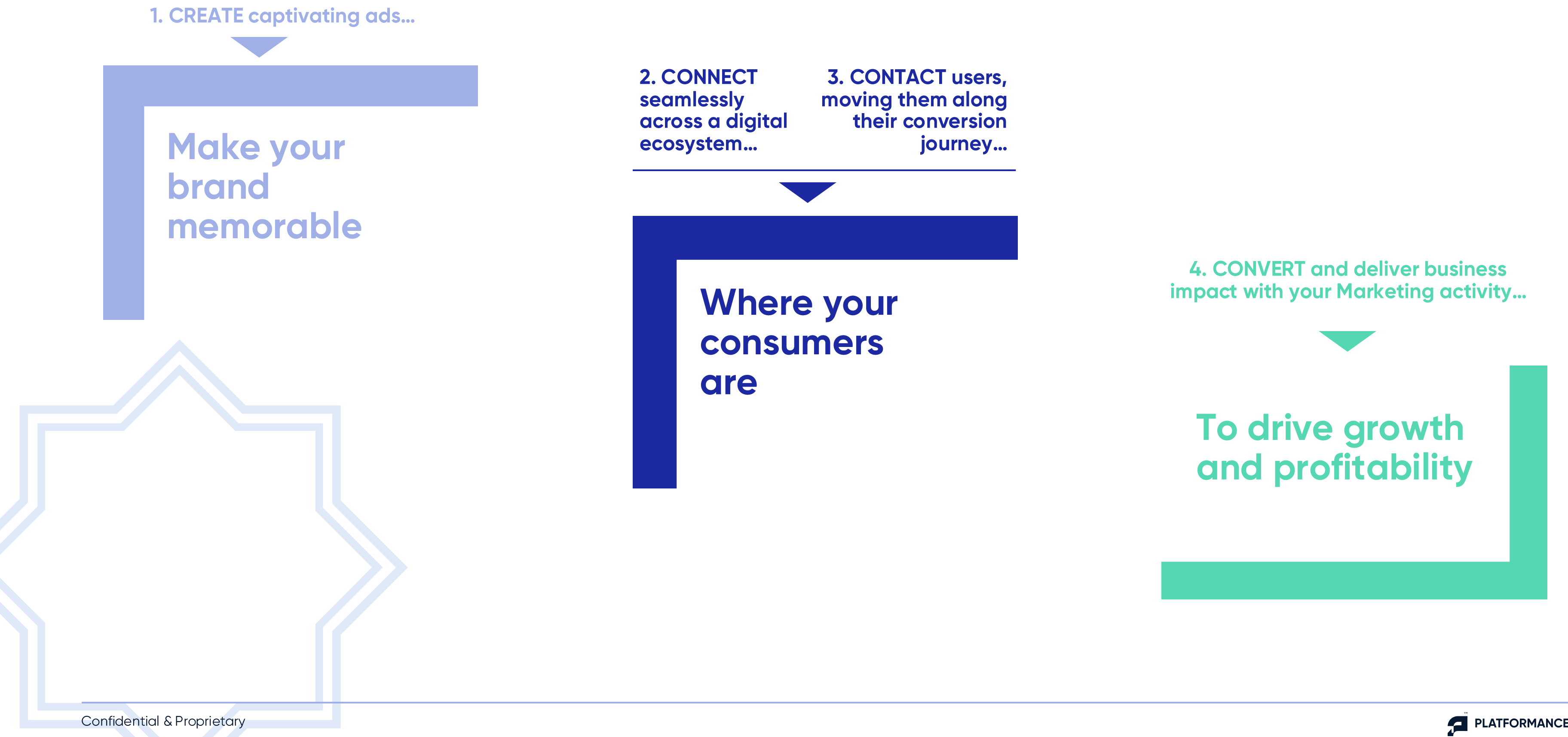
Driving Marketing Performance for your brand





How?
With our 4Cs
approach

Driving Marketing Performance during Ramadan



CREATE captivating ads

Creator content as the Ramadan game-changer, unleashing authenticity & unlocking new audiences

UGC – Clout Scout

amazon



trendyol.com



noon



CREATE captivating ads

Bold, culturally relevant and customized creative for thumb-stopping moments

PGC – LION
BRUTALLY CREATIVE



Countdown RM-Creative



Connected TV Ad



Gamified RM-Experiences

CREATE captivating ads



Countdown RM-Creative



Exchange Rate RM-Experience



Interactive RM-Experience



Gamified RM-Experience

CONNECT seamlessly across a digital ecosystem

Platformance DSP
28 days Plan

Outcome
2,000
Website Visits

Budget
\$3,000.00
1.5 per Outcome

Ad Format: Rich Media Display
Audience: Cooking and recipe websites
Dates: 28 Feb 25 -- 28 Mar 25
Languages:
Arabic
Countries:
United Arab Emirates

YouTube
28 days Plan

Outcome
500,000
Brand Awareness

Budget
\$5,000.00
0.011 per Outcome

Ad Format: CTV Video
Audience: 18-45, Interest: Cooking
Dates: 28 Feb 25 -- 28 Mar 25
Languages:
English
Countries:
United Arab Emirates

Platformance DSP
28 days Plan

Outcome
380
Sales/Conversions

Budget
\$1,900.00
5 per Outcome

Ad Format: Mobile Display
Audience: Avid cooks, cooking and recipe app users . Users in-market for food delivery service
Dates: 28 Feb 25 -- 28 Mar 25
Languages:
English Arabic
Countries:

PF Business Manager

CONTACT users, moving them along their conversion journey

Social

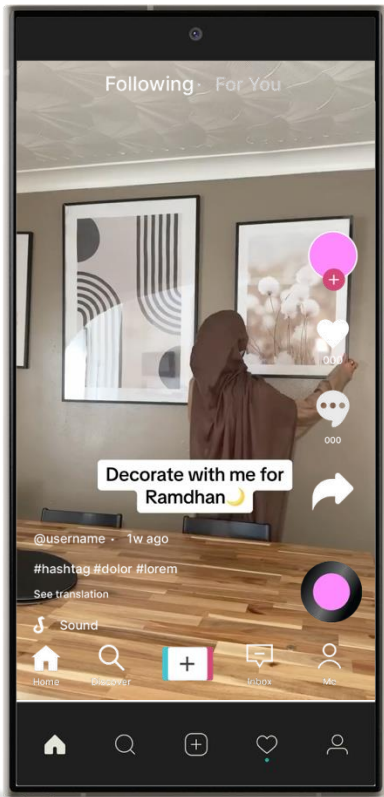
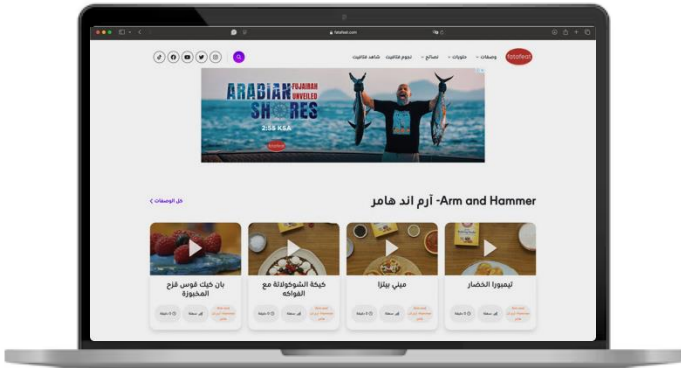
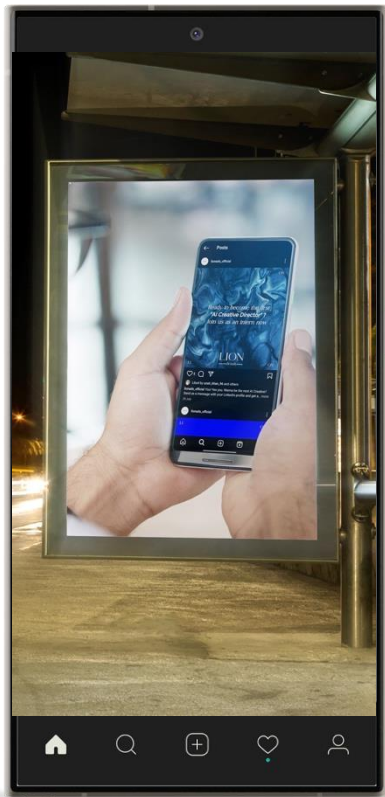
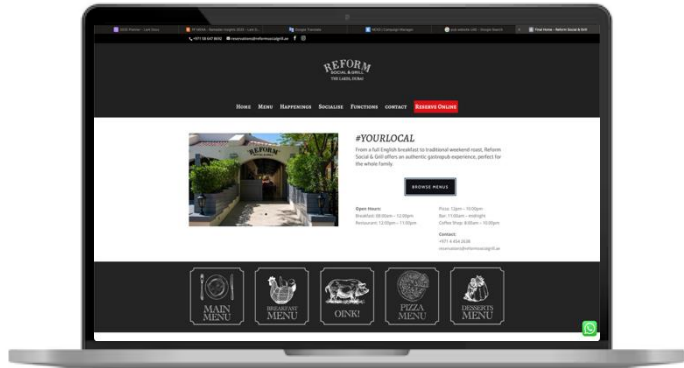
+200%
increased
usage
between 2
and 5am¹

Social Video

1.9x more
watch time
per video
content²

TV viewership

up +2 hrs / day
155% rise in
viewership of soap
operas and dramas
on YT³



Source: 1. Meta, 2. TikTok, 3. YouTube

CONVERT and deliver business impact with your Marketing activity

Platformance
PPO model



delivering growth
and profitability



**So how does it all
come together for you
this Ramadan?**

Our Ramadan packages

Package	\$20k	\$30k	\$50k
Channels	Programmatic Display, Video, YouTube	+ Rich Media OR Gaming + Nano / Micro Content Creators	+ CTV + Macro / Mega Influencer + BLS OR Attention Study
Targeting	Ramadan Contextual Affinity & Intent Audiences	Creative Engagers Tailored Content Creators & Gaming Platforms	Curated OTT apps, OEM devices and macro influencers
The PF Play	Ramadan relevant contextual targeting	Highly customizable creatives CloutScout intelligence for relevant incremental reach	Big screen & big- name attention
Media Deliverables*	3M+ Imps, 500k+ Views, Custom Outcomes	70k+ Creative Interactions, 7+ Content Creators w/ Usage Rights	400k+ CTV Views, 2+ Influencers

* Final media deliverables determined based on mix of channels & formats

The Value-Add Solutions

Available for \$50k+ MBV

Attention study

Lumen / Adelaide

Option for:
Rich Media
Video
Std Display
Gaming

BLS*

Guaranteed
statistically
significant responses

Option for:
Rich Media
Video
Std Display
Gaming

* One market included. Additional markets require 20k MBV / market

See the packages brought to life for Ramadan verticals



F&B

\$30k

Programmatic	Rich Media	Content Creators
\$20,000	\$5,000	\$5,000
Display, Video, YT	Interactive Carousel	5 Nano, 2 Micro influencers
Hero key visuals across cooking, recipe and lifestyle websites	Multiple recipes within one ad	Aspiring chefs, Family focused content creators
\$5 CPM blended	\$8 CPM	\$500 per reel for nano, \$1,250 for micro
4,000,000 imps 950,000 views Custom Cost per Site Visit KPI	625,000 imps 62,500 creative interactions	up to 150,000 unique reach

CHANNEL

BUDGET

FORMATS

TARGETING

PRICING

DELIVERABLES

Entertainment

\$50k



Programmatic	Gaming	Content Creators	Influencers	CTV
\$20,000	\$5,000	\$5,000	\$10,000	\$10,000
Display, Video, YT	Rewarded Video	5 Nano, 2 Micro Influencers	1 Macro, 1 Mega Influencers	15s Hero Video
Hero key visuals across entmt & local news websites	Puzzle, casual and arcade games	Gen Z, entertainment review content creators	Local celebrities	Music, fun and entertainment channels
\$5 CPM blended	\$8 CPM	\$500 per reel for nano, \$1,250 for micro	\$2,500 for macro, \$7,500 for mega	\$22 CPM
4,000,000 imps 950,000 views Custom Cost per Lead KPI	625,000 imps 62,500 creative interactions	up to 150,000 unique reach	up to 2,500,000 unique reach	410,000 views

All helping you win at Performance

1 in 2

expect offers &
discounts during
Ramadan¹

2 in 5

defer big purchases
to Ramadan²

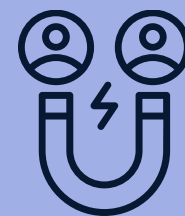
With Platformance's PPO model you pay for outcomes, not media.
And we have Outcomes tailored to Ramadan:



Traffic



App Install



New Orders
& Leads



New Customer
Acquisition

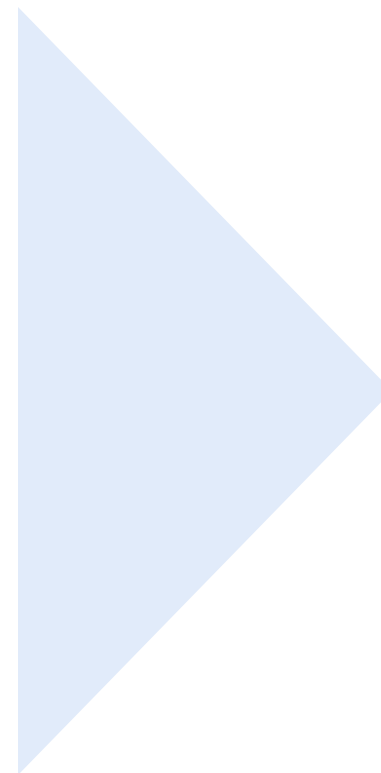


Customer
LTV

Move fast, stay relevant, generate impact

Briefing Questions

01. What's your #1 business priority during Ramadan?
02. Do you have a specific Ramadan offer or discount?
03. What does your historical data tell us about Ramadan seasonality?



Proposal

With more data we can provide:

- Faster turnaround
- More accurate outcome pricing
- Even more tailored solutions

Go-live

Think about your operational considerations

Consider your creator strategy

Use discounts & offers,
consumers expect them

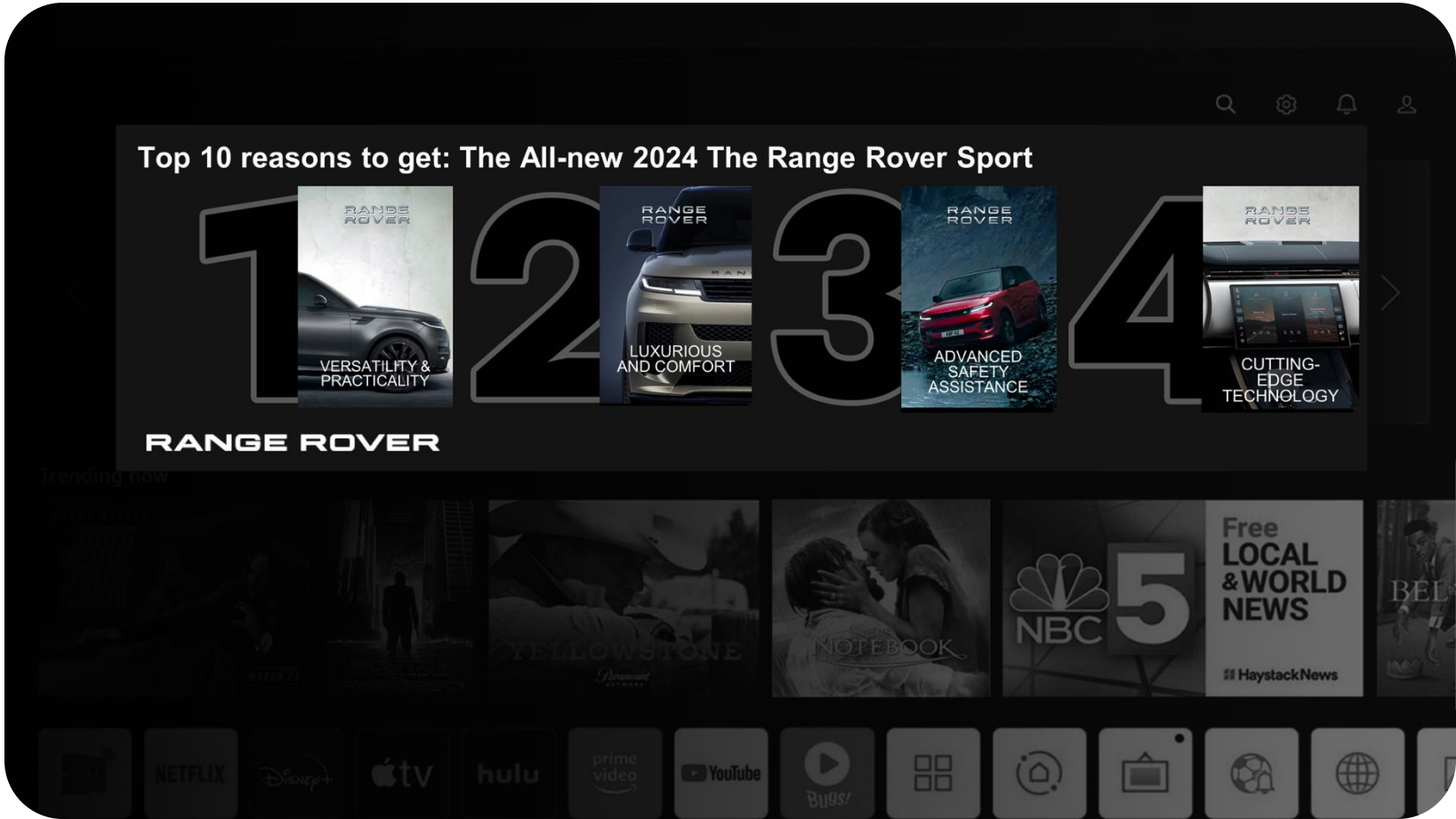
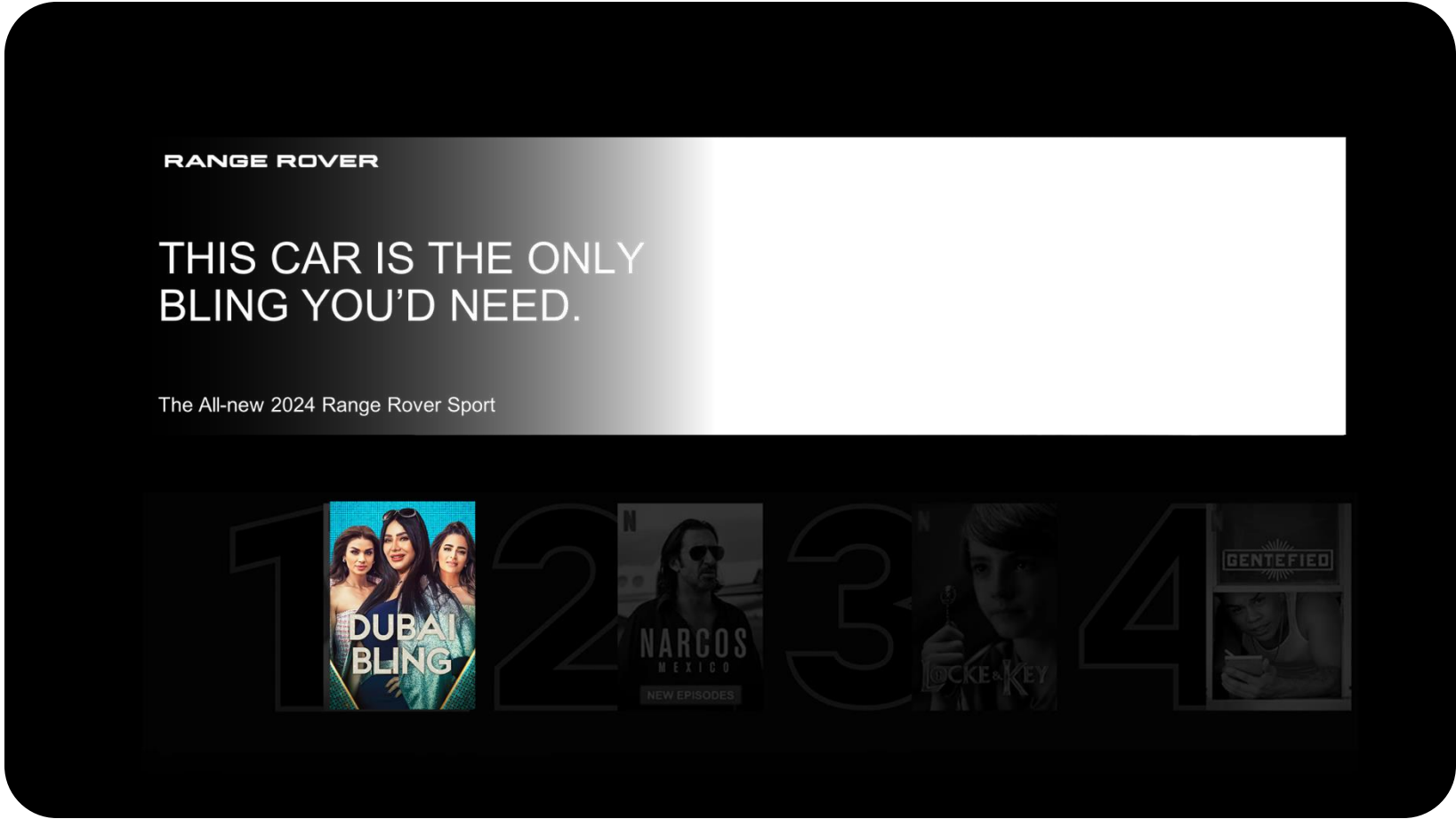


Drive immediate action for
maximum impact



Consider your creative strategy

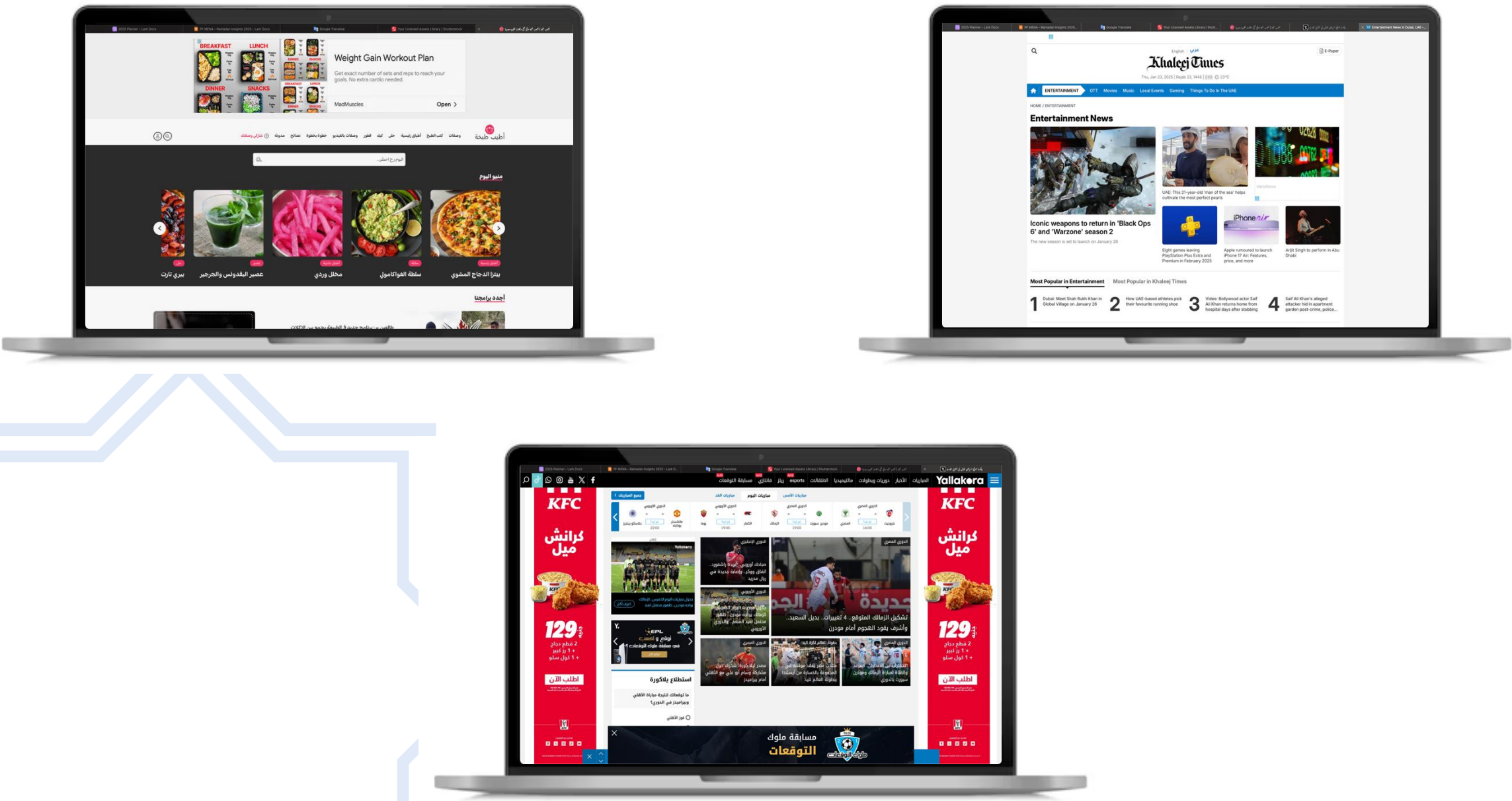
Craft the creative messaging around the placement for increased relevance



Consider your content strategy

Appear against categories which spike during Ramadan

Food/Entertainment/Sports PMP & PG deals



YT Contextual









Consider your device strategy

Get in front of users' preferred screen


CTV


OEM Devices / OTT Apps






Live TV Channels









Mobile App





**So together, we aim
for a prosperous
Ramadan**



For your brand



**But more importantly,
for you and for us**

The background of the slide is a dark blue gradient with intricate, flowing, wavy lines in a lighter shade of blue, creating a sense of movement and depth.

Ramadan Kareem

www.platformance.io